



Trends that Shaped India's Tourism Industry

Author – Dr.Ujwala Sonawane,

Principal, Magarpatta College of Hospitality.

ABSTRACT

The hospitality industry is marked by intense competition, rapid evolution, and significant growth, necessitating that businesses stay abreast of the latest trends to excel in service and hospitality. This paper examines the historical progression and ongoing development of the tourism industry in India. Traditionally, travel in India was primarily for business and spiritual purposes, but it has since diversified into various forms that attract international tourists worldwide. The study explores the current state of the Indian tourism industry, its economic impact, the major challenges it faces, and potential solutions.

Trends in hospitality reflect shifts in behavior and changes in circumstances. The most successful companies in the industry are those that continuously adapt. Embracing new trends and reforms involves ongoing development, innovation, and the creation of new experiences and services to meet guests' evolving needs and expectations. Trends are driven by various factors; for instance, the advent of Artificial Intelligence technology has significantly transformed the hospitality industry. Key trends include sustainability, personalization, virtual payments and check-ins, and heightened safety and hygiene standards, all of which have shaped and will continue to shape the industry.

The objective of this study is to analyze the growth of the tourism sector in India and identify the primary drivers of this growth. One of the most significant and unpredictable events impacting the global landscape was the COVID-19 pandemic. The pandemic spread rapidly and unprecedentedly across continents, posing a major health risk. This paper discusses the COVID-19 crisis in India and its impact on the tourism and hotel industries. Given the severe effects of the pandemic on these sectors worldwide, the findings of this paper are particularly relevant. Post-COVID-19, safety and hygiene have become top priorities, leading to inevitable changes in airport operations, including stricter health condition verification processes for guests.

This research employs a qualitative methodology, utilizing document analysis for data collection and descriptive content analysis for data interpretation.

Keywords: Hospitality Industry, Tourism, Trends, Sustainability, Evolution, Innovation, Digitalization, Indian Tourism, Artificial Intelligence, COVID-19

INTRODUCTION

Tourism is an integral part of human life. It's a situation where a person from one country, or region to another region and country for a brief run period, is included within the concept of tourism. Nowadays the tourism industry encompasses a greater importance. India incorporates a great heritage of historical places just as the Taj Mahal, Various Forts, Natural sites, etc. Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for no more than one consecutive year for leisure, business, or other purpose. UNWTO defined. Tourism has emerged as a key sector of the planet's economy and has become a significant workforce in global trade. It's been making a revolutionary and significant impact on the planet's economic scenario. Tourism's importance, as an instrument for economic development and employment generation, particularly in remote and backward areas, has been well recognized the globe over. Despite the challenges being faced in terms of a slowing economy, sluggish demand, and security concerns, the country was fighting back, and tourism developments were happening. The expansion pattern suggests that Indian tourism growth isn't solely supported by foreign tourist arrivals alone as thanks to global reasons and disturbances, this phenomenon is usually affected adversely. However, domestic tourism has been growing in a settled way. Fairs and festivals of India are continuous phenomena The Government policies provide a framework to market the arena and facilitate growth. They assist put in situ a group of guidelines and methods to spice up the inflow of tourists. They also provide access to resources and opportunities for employment. However, one of all of the strategic approaches utilized by the govt. To develop the industry is through digitalization. Digitization essentially refers to the method of converting analog information into its digital form. Digitalization enhances the efficiency of working by improving the operations of business with the assistance of digitized data and data. The present emphasis of the state of India is on the digitalization of business and economy (Keerthan & P. S., 2018). Policies like Digital India aim to push the usage of electronic means in the economy to boost efficiency and maximize productivity. This changing arena has represented the dynamics of various stakeholders involved Within the tourism industry. While talking about digitalization in tourism, is assumed to be restricted to online booking of hotels and digital payments, but the tourism industry has incorporated digitalization and has blended it with itself not only to form measures tend tourist satisfaction but also to develop new tourism avenues. Virtual tourism a new product that has been created recently and is gaining popularity in India reduces stimulation to the tourists. This changing arena has represented the dynamics of various stakeholders involved within the tourism industry. While talking it digitalization in tourism, is assumed to be restricted to online booking of hotels and digital payments, but the tourism industry has incorporated digitalization and has blended it with itself not only to form measures to extend tourist satisfaction but also to envelop new tourism avenues. Virtual tourism is such a new product that has been created recently and is gaining popularity in India to supply stimulation to tourists. Over a few years, tourism activity has qualified continued increase and multiple diversifications in direction to be one in every of the fastest growing fields of income generation within the world. Tourism sector has already reached at the place of flourishing global industry by means of the supremacy and it's also affecting developing countries in both positive and negative ways. For the exact same reason, its reached to the fourth place within the comparison of largest industries within the global economy.

II. Literature

Archana Bhatia (2013) mentioned that tourism today could be a leisure activity of the masses. People today travel international destinations to interrupt the regular monotony of life. They're mainly attracted by either the scenic great thing about its nature or by fascinating leisure, sports and adventure activities offered by the destination. But every destination has some internal strengths and weaknesses that either enhance its capacity to draw in foreign visitors or diminish it. Similarly, from the external environment can originate various opportunities or threats also. Smith(1994) stressed that the extent, use, or lack of infrastructure and technology in a very destination are visible and determining features which will enhance the visitors' trip experience. Many researchers (Choy,

1992; Buharis, 2000; Crouch & Ritchie, 2000 etc.) Summarized that tourists' overall impression develops their image of a destination after their visitation which infrastructure may play a vital role therein respect. Crouch and Ritchie (1999) argued that factor conditions are important determinants of attractiveness as tourists visit a destination to receive the destination experience. Today, ecotourism is one of the fastest-growing markets, considered in concert of the world's biggest industries. For developing countries like India, Ecotourism is a perfect industry for fostering economic processes and conservation (Chatterji and Das, 2015). Starmer-Smith's study (2004) stated that the quantity of eco-tourists is growing thrice faster than the number of traditional tourists. Their study also forecasts that by 2024, ecotourism is anticipated to represent 5 you look after the worldwide holiday market. The expansion of this niche market is thanks to changing consumer patterns. Tourists have become environmentally conscious and thus are getting "greener" (Sharpley, 2006). International tourism arrivals are expanding at 6.5 % annually and within this, ecotourism is growing at an annual rate of 5 % representing the fastest growing market (Das, 2011) Impact of international tourism in India is divided into economic, social, cultural, and environmental. (Shiji 0.2016)

The rise of individual income, the economic process of India, government guidelines, and bylaws on FDI, and together with this, the most useful, strong period of time and traditional values are those central factors that magnetize tourists from every corner of the globe. Nowadays medical tourism and adventure tourism in India are gathering attention from global audiences. The tourism industry of India has huge potential to be a serious pillar of the country's economy and employment generation. So, it's important to grasp to pulse of this sector and clearly identify the factors that may give maximum satisfaction to international travelers. (Jaganathan GS, Srinivasulu Y, 2014) Tourism isn't only flourishing in its classic form but also introducing many new motives and resulting in various subcategories like sports tourism, youth tourism, heritage tourism, medical tourism, etc. Hence tourism industry is often considered as an excellent means to attain comprehensive growth in society. It helps to showcase the decorated legacy of our country. This sector also has a positive impact on the events of local communities and poverty alleviation. Incredible India program promises to draw in and interact with a maximum number of tourists. It efforts to capture the hearts of millions of tourists coming to the country. Together with it, the Development of quality infrastructure is additionally the means to harness the full tourism potential of India. It requires coordinated efforts by the government and personal sector to develop proper facilities related to all aspects of tourism and en-cash the benefit out of it. (Sangeetha R., 2012) Anushree Banerjee (2014) stated that the key issues that are restraining the industry from achieving high measures are a shortage of qualified personnel, a shortage of tourism training institutes, a shortage of well-qualified trainers, and working conditions for the workers. Policies that might help the workers to figure in a supportive environment are some extents of concerns. The paper is an effort to gauge the work done by the HRD team of the tourism industry with special respect to Jet Airways India Ltd. This successively can enhance the capabilities and motivate them to figure more efficiently.

III. OBJECTIVES

1. To analyze the growth of the tourism sector in India and find out major growth drivers.
2. To discover the main constraints of the tourism industry.
3. To study new emerging forms in the Indian tourism industry

IV RESEARCH METHODOLOGY

The nature of the paper is exploratory and diagnostic. Research has considered analysis of secondary data about the tourism industry of India, collected from various National and International research articles on the Growth of Tourism, the official website of the Ministry of Tourism, Government of India, etc. It's also been done on the

premise of primary data which was collected through interviews of varied Hospitality industries such as tour operators, hoteliers, and IATA officials.

There were a few key variables that were taken into consideration during this research.

1. Government: The government sector has traditionally played a vital role in supporting the tourism development of local areas. This included the availability of infrastructure, the event of tourist attractions and experiences, support for festivals and events, and therefore the implementation of tourist promotion plans. Tourism plans, policies, and development objectives are core elements of the County and City Development Plans.

2. Culture: At the interface between culture and tourism lies a series of deep and challenging issues referring to how we pander to problems with political engagement, social justice, economic change, belonging, identity, and meaning.

Tourism may be a cultural phenomenon. It both impacts cultures and society and is formed by cultures and society, there's a deep influence of tourists and tourism on the host country. Tourism is genuinely a powerful and unique force for change within the community. Tourist impact has been most noticeable in lesser developed countries but isn't entirely restricted to them. The cultural impact of tourism is anxious with the question of protecting and maintaining cultural heritage and certain allied issues.

3. Stakeholders: A stakeholder may be a person, group, or organization which will affect or be affected by an organization. consistent with Johnson, Scholes & Whittington (2006) stakeholders talk to individuals or groups who rely on the organization to fulfill their own goals and on whom, in turn, the organization depends. Participation of stakeholders within the decision-making process is incredibly important for sustainable tourism development. in keeping with UNWTO (2005) several stakeholders may impact directly or indirectly on tourism planning and development. They play a good sort of role and should sometimes have competing aims and objectives.

4. Economy: The importance of inbound tourism has grown exponentially, due to its growing contribution to the economic process within the future. It enhances the economic process by augmenting the interchange reserves, stimulating investments in new infrastructure, and human capital and increasing competition, promoting industrial development, creating jobs, and hence extending income, inbound tourism also generates positive externalities and at last, as the economy grows, one can argue that growth in GDP could lead on to further increase in international tourism

V. OBSERVATION

As the interview was a primary source of data, some valuable data was achieved from the following questions:

1. How long have you been working in the hospitality and tourism sector?
2. How has customer behavior changed throughout the years?
3. How is technology and advancement of systems helping tourism in the present and what effect will it have in the future?
4. How will the future demands of the new generation affect the present trends?
5. Who or what are the major driving forces when it comes to trend-setting in the hospitality industry?
6. The major difference between the conventional booking and payment method as compared to mobilization and online payment?

7. Demands of tourists before and after the Pandemic?

The internet and social media influence has caused serious changes in our consumption habits and will continue to do so because, with those factors in play, it is possible to obtain the information, investigate the accuracy of the information obtained, evaluate different opinions about the results and to decide in a short period. It offers different accommodation options with price and quality comparisons furthermore 92% of the new generation guests are impressed by the photos and videos they viewed on the internet and the comments they read on online booking sites before visiting a facility. Seamless online booking experience and mobilization will gain importance in the long stretch meaning the enterprises will have to strengthen their online product, site-handling, and the market. Introduction of AI (Artificial Intelligence) is one of the more eye-catching examples of tourism trends, for example- Connie, the Hilton hotel chain's robot concierge. Machine learning technology is now firmly entrenched in the marketing of the tourism sector. In terms of infrastructure systems businesses will adapt to smart and economical energy management tactics. Using CRM to store and record guest behavior and habits to create a sense of personalization and achieve guest satisfaction are also some of the key points to guest retention and guest feedback. Safety and Hygiene are paramount to any organization. optimization and virtual reality to market and advertise have also been of great importance to have the tourism and hospitality industry molded into what it is today. Introduction of staycation into the market due to the pandemic and restrictions in travel and lodging. Offering guests contactless payment options and virtual reality tours can be crucial for prospective clientele as it gives them a sense of togetherness. In recent times the shifting from international to local tourism has allowed the tourism industry to develop local and rural arts, culture, infrastructure, and promotion of local goods and commodities which in turn leads to economic development, industrialization, and job opportunities. One of the foremost and valuable tourism is sustainable tourism which is defined by the UN environment program and UN World Tourism Organization as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities". The impacts of sustainable tourism that molded the hospitality sector were that it led to job creation, cultural heritage preservation and interpretation, wildlife preservation, landscape restoration, and most importantly gave the tourism industry a new segment and market to attract tourists and maximize the resources.

VI. Conclusion

Choosing the right information and communication technology tool is essential to tailor customer requirements to the dimensions of the service. to maintain or strengthen the position in the future world of hospitality and tourism must start working on a long-term action plan that includes a series of strategies that meet the future needs of people. The holy amalgamation of love of service and attention to detail is key to catering to guests' needs and trendsetting. Hospitality and tourism worldwide are growing by leaps and bounds, so spending for both tourists and service providers is increasing proportionally. Tourism has proven to be one of the most resilient economic sectors in the world, creating millions of jobs and also creating connections between people of all nations and origins, breaking stereotypes and combating fear and mistrust (Rifai, 2016). Needs, coupled with the changing motivational dynamics of tourists, are causing the industry to take over transitions.

The characteristics of the paradigms in tourism are technology, demographics, safety and security, politics, hospitality, experience, innovation, and creativity. as well as marketing and branding. Sustainable tourism, Eco-Tourism, and Rural tourism offer several significant benefits that can potentially solve various economic and tourism industry problems.

REFERENCES

- [1] Pratibha Gupta (March 2019), RESEARCH REVIEW International Journal of Multidisciplinary, Volume-04, Issue-03
- [2] Suneel Kumar and Shekhar, Digitalization: A Strategic Approach for Development of Tourism Industry in India, journals.sagepub.com/home/par
- [3] Vincet Kumar (17 April 2020), Indian Tourism Industry and COVID-19: Present Scenario, journal of Tourism & Hospitality Education (2020) 10, 179-185
- [4] Dr. L. N. Ghatage and Dr. V. M. Kumbhar, Growth and Performance of Tourism Industry in India, Conference Paper • February 2015
- [5] Dr. Ajay Singh Yadav, Tourism Industry in India: Prospective, Issues and Challenges, International Journal of Industrial and Business Management
- [6] Dr. C. VETHIRAJAN, Trends and Growth of Tourism Sector in India - A Research Perspective, Indian journal of research, Volume: 3 | Issue: 11 | Nov 2014
- [7] Naveen Kumar, T. G. and Dr. Binoy, T. A. (22nd July 2017), An Analytical Study On Contributions of Tourism Industry in India, International Journal of Current Research Vol. 9, Issue, 07, p. 53706-53710, July, 2017
- [8] Dr. T. Subash (October 30, 2015), Tourism in India: Potentials, Challenges and Opportunities

